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ABSTRACT

A project was created to provide individualized and technical training specially designed for women who desired to become small business owners. Recruitment of eastern Kentucky women in the Hazard Community College five-county service area was done through direct mailing; posting of flyers; and newspaper, radio, and television publicity. In November 1986, 14 women attended a workshop that offered an orientation in the basics of entrepreneurship. Beginning in January 1987, a core of workshops was scheduled and held in each county involved. Orientation workshops were followed by workshops in basic accounting and recordkeeping, writing a business plan, marketing, word processing, making the small business computer decision, running a business at home, and burnout. Individual sessions throughout 1986-87 provided training and technical assistance focusing on individual business problems. Policies were established to provide incubator space for new business start-up. A viable network of eastern Kentucky business women was established. These women assisted in workshops and offered their active participation for future functions. Recommendations were for establishment of a crafts guild and marketing of eastern Kentucky crafts and for advanced training in marketing, management, and leadership skills. (Flyers and publicity materials are attached.) (YLB)

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Research and Development Annual Report Rural Women Proprietorship Project

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Hazard Community College
Hazard, KY

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July 15, 1987

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ABSTRACT

The Rural Women Proprietorship Project was created to provide individualized and technical training specially designed for women desiring to become small business owners. It was believed that a need existed among eastern Kentucky women in the Hazard Community College five county service area for entrepreneurial training. In addition, the program would deal with overcoming problems of sexual bias.

Throughout the year, training focusing on relevant topics for women business owners has been provided in the form of workshops and individualized technical assistance. The workshops have effectively cultivated and utilized a small but growing business women's network.

The services provided by the Rural Women Proprietorship Project have encouraged women to take advantage of non-traditional career opportunities and has helped to alleviate, to some degree, cultural sexual biases.

ACTIVITIES AND ACHIEVEMENTS

Objectives

I. To serve from August 1986 through June 1987 a minimum of 40 participants with approximately 50% of the women starting their own business within the following year.

Status of Objective

Recruitment of clients for the Rural Women Proprietorship Project began in late October, 1986. Initial attempts made in contacting potential clients included (1) direct mailing of flyers to individuals on an existing Small Business Information Center mailing list, (2) posting of flyers at strategic locations in the five counties to be served and (3) newspaper, radio and television publicity. Women were invited to attend a November 18, 1986 workshop, "Women as Small Business Owners." (see attachment 1) This offered an orientation in the basics of entrepreneurship and discussed special problems sometimes encountered by business women.

Fourteen women attended the November 18 workshop held at BITAC offices in downtown Hazard. Though an encouraging turnout for a first effort, a little basic research revealed a need to offer training in each of the five counties. Several facts led to this conclusion:

(1) Treacherous roads made travel difficult especially in winter months when classes would be held in the evening.
(2) Hesitancy of women to travel more than a few miles to try something "new".
(3) Lack of reliable client transportation.
(4) The women were more comfortable with classes in their hometown. (i.e. Seeing a friendly face seemed to offer moral support.)

Therefore beginning January 1, 1987 a core of workshops was scheduled and held in each of the counties involved.

The Rural Women Proprietorship Project concluded its first year of service to women in eastern Kentucky as of June 30, 1987. At this writing the number of clients presently being served has stabilized at 102. They breakdown by county as follows:

Perry	31
Letcher	26
Leslie	22
Breathitt	16
Knott	7

Currently twenty-five of the total number have opened or are planning to open a business. None of this number were business owners when they became involved in Rural Women Proprietorship Project training.

Of the 102, 14 were already operating businesses when they came to Rural Women Proprietorship Project seeking training/ counseling or technical advice.

At least four of the 102 women are awaiting applications for Business & Industry Technical Assistance Center incubator spaces. Among their proposed business activities are electrolysis, coal dust sampling, mine safety training, and commercial and household cleaning.

Some individual examples of client status:

1. On Monday, June 1, Lynn will be opening her second outlet for bedspreads and draperies in the Hazard Village Shopping Center. She plans to open her third outlet in Jackson on July 1.

2. Nell is waiting for her beauty school license to arrive. She anticipates opening in Jackson by Fall 1987 and will be able to accept 20 students in a one year program. She is participating in the Rural Women Proprietorship Project to gain knowledge in bookkeeping practices and marketing techniques.

3. Mary Lee has seen a general rise in her sales of women's apparel in Viper. She is interested in seeking a small business loan and is working with the Rural Women Proprietorship Project to find the proper channels.

4. Reva and her sister, Henrietta, opened "Crafts Unlimited" in Hindman after becoming involved with Rural Women Proprietorship Project training. They opened on a very small scale, but "see more people come through the door everyday." They anticipate running a full schedule of craft classes in the Fall. Both are doing individual training in bookkeeping with the Rural Women Proprietorship Project coordinator at their business location.

5. Thelma and her daughter, Donna, also make handcrafts ranging from dolls and wall hangings to quilts. They presently travel to craft shows in several states and are planning to build a small roadside shop in the near future. The Rural Women Proprietorship Project is helping them locate information on marketing by mail order and out-of-state. They are anxious to increase sales, both on the retail and large quantity wholesale fronts.

6. Pat owns a record label and does nationwide promotion of her products from her Letcher county home. In addition, she produces and manages several recording artists. Pat keeps in

touch with the Rural Women Proprietorship Project in order to network with area business women and has worked with the Rural Women Proprietorship Project coordinator to determine methods of improving her cash flow situation.

7. Sandy operates a fabric/upholstery shop. The Rural Women Proprietorship Project is assisting her with inventory management/control concerns.

8. Trish attended several Rural Women Proprietorship Project workshops and has worked one-on-one with the coordinator to increase her knowledge of marketing and recordkeeping. She has moved to Portland, Oregon and is opening a photography studio.

9. Darlene and her three sisters, also Rural Women Proprietorship Project clients, are in the process of building a convenience store/self-service gas station in Breathitt County. The land is cleared and the foundation is presently being laid. They will open for business by Fall 1987.

10. Janet is beginning a home-based business selling children's name brand clothing. She is presently in the process of selecting the most marketable lines for the Hazard area.

Additional clients are being accepted as Rural Women Proprietorship Project services are requested. Active recruiting will begin late in the Summer. Recruiting has been slowed at this time to allow the coordinator adequate time to consult with present clients.

An extensive mailing list has been compiled and should prove extremely effective as a recruiting/publicity tool for the Rural Women Proprietorship Project.

II. To develop and implement a curriculum comprised of specialized workshops as well as individualized and classroom instruction in areas such as financial management, mathematics of finance, communication, marketing and bookkeeping.

Status of Objective

As stated in previous reports, orientation workshops were held in each of the five counties. Subsequent workshops were made available to participants in Basic Accounting and Recordkeeping, Writing a Business Plan, Marketing, Word Processing, Making the Small Business Computer Decision, Running a Business at Home and Business Babies and Burnout: the Superwoman Syndrome. (see attachments 2-7)

Evaluation of workshops received from each participant are being reviewed to assist the coordinator in planning for a new series of workshops that will begin in early Fall 1987.

III. To provide individualized technical assistance for problems and questions regarding establishing a business.

Status of Objective

As the warm weather, vacation schedules and long day light hours seem to detract from attendance at evening workshops, the coordinator is presently concentrating on individualized contact with active Rural Women Proprietorship Project clients. Scheduled appointments are used to focus on and to devise means of solving individual business problems faced by Rural Women Proprietorship Project clients.

Throughout 1986-87 clients have regularly requested one-on-one sessions with the Rural Women Proprietorship Project coordinator. These sessions have provided training and technical

assistance focusing on individual business problems. The hours spent in consultation with clients follows:

Client	Business/ Potential Business	Number of Contacts	Hours of Consultation
Johnson	Johnson Dist. Inc	5	3
Ison	Catalog Sales	2	1.5
Farler		4	2
Napier	Crafts Unlimited	5	2
Holiday	Busy Little Hen	3	1
Gruzensky	Photography	6	7
Combs	Nell's Beauty Shop	4	1
VanHoose	Fabric Sales	1	1
Bullion	Crafts	5	4.5
Martin	Adrienne's	2	1
Chaffins		6	4.5
Stallard		3	1
Feltner	Draperies	7	2.5
Cornett	Crafts	3	2
Martin	Recording Label	12	8
Eversole	Clothing Sales	4	1
Clark	Draperies	3	3.5
Hickman	Fabric Sales	7	5
TOTALS		82	51.5

IV. To provide incubator space for new business startup.

Status of Objective

Incubator policies have been established and reviewed by the current Business & Industry Technical Assistance Center Advisory Board. Lease agreements and other legalities are being worked out and will also be reviewed by the Business & Industry Technical Assistance Center Board. Applications for space should be available to Rural Women Proprietorship Project clients in the near future.

V. To establish a network between successful small business people and the program participants.

Status of Objective

A viable network of Eastern Kentucky business women has been established. These women have assisted in Rural Women Proprietorship Program workshops and have offered their active participation for future functions. The coordinator is meeting in early June with several successful business women to discuss the possibility of establishing a local chapter of a national women's network. Further discussions will be scheduled for the fall.

The coordinator has actively pursued opportunities to present the Rural Women Proprietorship Project to the public throughout the year. Local media has been very cooperative in providing these opportunities. Interviews have been done with radio and television stations WKCB, Hindman; WEKY, Richmond; WSGS, Hazard: WMMT, Whitesburg; and WYMT-TV, Hazard.

The coordinator has been guest speaker at local meetings of the Business and Professional Women's Clubs in Jackson and Hazard, the Kentucky River Regional Librarians Association, and Single Parent/Homemaker Career Awareness Program.

The coordinator presented the Rural Women Proprietorship Project at the Fifth Annual Entrepreneurship Education Forum in Washington D.C. June 24-26, 1987. This was done in cooperation with Wayne Larsen of the Hazard Community College Business & Industry Technical Assistance Center. The presentation was enthusiastically received by a standing room only group of forum participants. Numerous requests have been made for further information on the Rural Women Proprietorship Project. The coordinator is responding to these inquiries.

The Rural Women Proprietorship Project has worked with the Continuing Education department at Hazard Community College during the past year in publicizing the Rural Women Proprietorship Project workshop series. The two will continue to work closely together.

Results and Conclusions

The results in terms of numbers alone speak for themselves as to the need for this program in eastern Kentucky. Obviously the interest and participation by women in these sessions dealing with the non-traditional area of women's entrepreneurship far exceeded any predictions initially made.

Recommendations

1. During 1986-87 numerous requests for workshops focusing on issues intrinsic to establishing a crafts guild and marketing Eastern Kentucky crafts were voiced. It is recommended that a special segment of the 1987-88 Rural Women Proprietorship Project deal with these specific areas of business opportunity for women.

2. A definite need has been identified for advanced training for women in areas of marketing, management and leadership skills. It will be highly desirable to incorporate expert instructors in these and possibly other workshops in 1987-88.

No other recommendations will be made at this time.

IF you have a great idea for a new business,
...but just don't know how to get started!!!

**	LEARN	how the new Rural Women Proprietorship Program can help you.
**	LISTEN	to local financial and legal experts explain techniques for financing and setting up your new buisness.
**	TALK	with women who now own successful local businesses.
**	FIND OUT ..	if you have what it takes to be a successful businesswoman.

ATTEND

"Women As Small Business Owners"

Tuesday, November 18
7:00 p.m. to 9:30 p.m.

Starr Building
Third Floor
825 High Street
(use the rear entrance)

To pre-register or for more information call Hazard Community College, 436-5721, and ask for Lisa Campbell.

* *

UPCOMING WORKSHOP TOPICS
FOR
WOMEN BUSINESS OWNERS

February	Running A Business At Home
March	The Business Plan - A Must For Success
April	Business, Babies & Burnout (How To Balance Business And Family AND Stay Sane)

* *

THE RURAL WOMEN PROPRIETORSHIP PROGRAM IS MADE POSSIBLE BY A GRANT FROM THE KENTUCKY DEPARTMENT OF VOCATIONAL EDUCATION

ATTACHMENT 2

BASIC ACCOUNTING AND BOOKKEEPING

DURING THIS THREE SESSION WORKSHOP

YOU WILL ACQUIRE THESE SKILLS:

Feb. 12 Thursday 6-7:00 p.m.	SESSION I --	Correct methods to be used to reconcile your business checkbook Recognize information you need to retain for tax purposes.
Feb. 16 Monday 6-7:00 p.m.	SESSION II --	Correct procedures for setting up and maintaining a small business bookkeeping system including use and function of a general ledger. (Each participant will set up practice books.)
Feb. 19 Thursday 6-7:00 p.m.	SESSION III --	Understand the meaning and purpose of the balance sheet and income statement. (Participants will also review work from Session II.)

Instructor

Tammy Potter

Location

BITAC

825 High St.

Across from City Hall

Date and Time

Feb. 12, 16 & 19

6:00-7:00 p.m.

Call Darlene or Lisa at 439-5856 to preregister or for further information.

This workshop a service of Hazard Community College and is made possible by a grant from the Kentucky Department of Vocational Education.

Hazard Community College

Presents

Tuesday, May 5

7:30-9:30 p.m.

THE SUPERWOMAN SYNDROME

BUSINESS,

BABIES,

BURNOUT

This seminar will be of interest to every working woman who is diligently trying to juggle family and career.

Guest speakers will identify the major stresses that result from multiple and sometimes from conflicting roles. They will discuss how to recognize the warning signals and how to manage these stresses before they harm a person's physical or emotional health. Time management techniques as well as stress reduction suggestions will be covered.

There are many family men who experience similar concerns. Therefore, the program is open to men and women who want to find some solutions.

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THE SUPERWOMAN SYNDROME SEMINAR IS CO-SPONSORED BY BITAC'S RURAL WOMEN PROPRIETORSHIP PROJECT, THE OFFICE OF CONTINUING EDUCATION AND THE PERSONAL AND CAREER COUNSELING OFFICE. THE FEE FOR THE SEMINAR IS $5.00. THE PROGRAM WILL MEET IN ROOM 108 AT THE COLLEGE.

FOR REGISTRATION INFORMATION, PLEASE CALL 436-5721.

ATTACHMENT 4

In Honor of Businesses That Are Fighting the Marketing War

GUERILLA MARKETING

OR

How to Get Results From a Small Marketing Budget

Increase sales, gain new customers and earn larger profits by utilizing small business guerilla marketing tactics. Jay Aldous of the Center for Entrepreneurial Studies, Muskingum Area Technical College, Zanesville, Ohio, will share proven, low cost, profit-generating marketing strategies for small businesses.

DATE: March 21, 1987

TIME: 7 - 9:30 p.m.

LOCATION: WYMT-TV Conference Room

COST: Free

INFORMATION: Phone 439-5856 for pre-registration.
Space is limited.

SPONSOR: Hazard Community College Business & Industry
Technical Assistance Center

BEGINNING WORD PROCESSING

Learn how to simplify work and increase efficiency utilizing DisplayWrite II and an IBM PC. This workshop will help secretaries, clerical workers and support personnel develop professional word processing skills using personal computers. Learn to manipulate, insert and move text using simple keyboard commands.

COST: Free (A very good price!)

LOCATION: Hazard Community College
Business & Office Lab

DATES: Monday - Friday, May 18 - 22

Session I 9 a.m. - 12 noon
Session II 1 p.m. - 4 p.m.
Session III 5 p.m. - 7:30 p.m.

PREREQUISITE: Must know how to type.

Space is limited. Reserve a place in the session of your choice by calling Lisa Campbell at 439-5856.

ATTACHMENT 6

MAKING THE SMALL BUSINESS COMPUTER DECISION

The first time computer purchaser is faced with a bewildering number of choices and considerations.

If you want to learn how to make an informed small business computer purchase decision plan to attend the BITAC Workshop:

Making the Small Business Computer Decision

February 26, 1987
Starr Building
825 High St.
Hazard, Ky. 41701

6:45 - 9:30 P.M.

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LEARN HOW TO:

WEIGH COSTS AGAINST POTENTIAL BENEFITS

UNDERSTAND DIFFERENT COMPUTER FEATURES

ASK THE RIGHT QUESTIONS ABOUT SOFTWARE

SELECT SOFTWARE THAT MEETS YOUR NEEDS

ASSESS THE IMPORTANCE OF DIFFERENT COMPUTER OPTIONS

APPLY A COMPUTER TO YOUR BUSINESS OPERATIONS

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ATTACHMENT 7

January 11, 1984

Dear Potential Businesswoman,

There are many business opportunities you can take advantage of while staying at home. Have you always been good at arts and crafts, cooking, or do you just need a second income but can't find a job or leave home eight hours a day?

We'd love to help you turn your talents into dollars! You can START GETTING PAID for what you've been doing for fun or for free all your life. We'll even help you come up with ideas for a business you can run from home and teach you what you need to be a success.

You'll hear from area women who have done this successfully. You will have a chance to learn what works and to ask as many questions as you can think of. Our assistance is a service of Hazard Community College and it's FREE!

We'll get together to talk about "Running a Business at Home" at HCC on February 26th at 7:00 p.m. You can call Lisa or Darlene at 439-5856 for more information. Come and bring a friend. We'll be looking forward to meeting you!

Sincerely,

Darlene Farmer, Coordinator
Rural Women Proprietorship Project

The Rural Women Proprietorship Project is made possible by Hazard Community College and a grant from the Kentucky Department of Vocational Education.